TRANSFORMUS 2014



AFTERBURN REPORT

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INTRODUCTION

Transformus 2014, the eleventh event since our founding in 2004, was held on the third weekend of July two-thousand fourteen, with participants from all around the United States and the world gathered to form the art-city of Mysteria, once again transforming Deerfields into the place we call "home." Community participation rose to record levels with 25 Creativity Grants, 116 registered Theme Camps and 2,584 tickets sold to participants.

The city came together more smoothly than ever due to our amazing Team Leads and Theme Camp Organizers working past exhaustion to execute their collective vision of Mysteria. Theme Camps are the backbone of a Burn. The city's content is created at their discretion and their level of participation is awe-inspiring. Twenty-six volunteer teams provided the infrastructure for our event.

This year we were challenged by constant rains starting on Thursday and continuing through Monday with only intermittent let-ups. All the teams rose to that challenge and kept things moving except for a brief period Monday when the rain was so hard we had to stop traffic. Despite all the pressure, the close-knit and dedicated volunteer infrastructure of our city held up remarkably well and is a source of pride for us all.

ORGANIZATION

Transformus, LLC is a volunteer-run North Carolina Limited Liability Corporation (LLC) managed by a seven-person board of directors in 2014. Working as a not-for-profit group, only several vendors receive payment – all leadership and volunteers remain unpaid. The 2014 Board of Directors consisted of Vespa (President), Firefly (Treasurer), Midnightt (Secretary), JoeJoe, Moon, Treat, and sauce.

Transformus is a sanctioned <u>member of the Burning Man Regional Network</u>. Official event information, announcements and additional transparency documentation can be found on the event website www.Transformus.com.

Ensuring the leadership of Transformus remains open to new members is important for keeping a balanced perspective and the long-term sustainability of our collective. We have established the role of "board liaison" which gives a training and internship period of a minimum of one year for potential board members, allowing time to see how they work within the group as well as explore their management and organizational skills both before and during the burn.

Every year in the fall the board conducts a retreat where we plan for the new year and try to learn from our mistakes. This is the point where leadership transitions take place. In 2014, two long-serving and dedicated members stepped down from the board: **vespa** and **sauce**. Both these gentlemen leave an impressive legacy of contributions to what our event and our community has developed into, and both will be missed. But they won't be going anywhere -- they'll just be contributing their leadership talents

in other (hopefully less stressful) ways than serving on the BOD. We all owe them a deep bow and a tip of the hat.

Following the retreat three dedicated and talented community members accepted our invitation to join the leadership team as Liaisons for 2015: Carter, Cherm, and Catbird ... the Three C's. We're so grateful that these folks are willing to step up and help organize and run the event that's at the center of our year-round community.

The board and liaisons provide vision, direction, management and support to the thirty (that's 30!) volunteer teams who build and run the city of Mysteria. The Team Leads handle their tasks with a good deal of autonomy, while one board member serves as their point of contact and guidance. These volunteer leaders collectively create Mysteria each year. As a community, we owe them a great deal of thanks and praise.

Transformus, L.L.C. 2014 Profit and Loss Statement

(Subject to minor changes after review by accountant)

Total Income*	\$308,258
*Includes ticket proceeds, service and processing fees, and	
ticket taxes for Transformus and Ignite!	
Expenditures	Amount
Art	\$25,122
Bank & Processing Fees	\$14,015
Donations**	\$300
Education/Training	\$3,189
<u>Equipment</u>	
Golf Carts	\$11,542
Radios	\$7,497
Other rentals	\$6,131
Ignite!	\$9,517
Insurance	\$5,545
Prof. Services:	
Accounting	\$450
EMS	\$4,500
Legal	\$9,182
Security & Gate	\$13,000
Storage	\$1,680
Ticket	\$4,889
Website	\$291
Shipping & Office	\$632
Taxes (Federal & State)	\$16,978
Team Budgets & Supplies	\$26,317
T-shirts	\$8,664
Travel	\$4,010
Venue	\$104,490
Total Expenditures	\$277,941
Net Profit	\$30,317

^{**} Donations do not include 2014 ice sale profits which will be donated to an Asheville area school in 2015, outside of this budget cycle.

SPECIAL-PURPOSE VENDORS AND DONATIONS

The volunteer leadership of Transformus has remained unpaid, however, the above financial summary includes several expenses paid to several vendors who are paid in order to host a more responsible event and ease the burden on volunteers. In 2014, our paid vendors were: rental companies for radios, lights, and transportation; the landowners; an accountant; event security; legal services; first aid services; and fees to our new ticket vendor.

Donations went out to the Mills River, Rocky Point and Pleasant Garden Fire Departments.

In addition, 2014 was the first year of *ice pre-sales*. The "profits" from this sale (a total of \$2,526) are to be donated to the school system of Henderson County with some earmarked for the Mills River Elementary School on behalf of the entire Transformus community.

CREATIVITY

Sharing creative projects that are interactive and engage others is a great way to participate in our society. The city of Mysteria is a living work of art in itself that is weaved together by each participant's gifts. The leadership group works hard to provide a fertile environment where each participant feels comfortable sharing their personal expressions of creativity.

In order to support large projects and return a portion of ticket money back to participants, the community has allocated funds totaling \$102,045.00 towards art in the form of Creativity Grants since 2006. The Art Team curates and awards grants after a blind jury review. These grants include a wide variety of creations.

2014 MYSTERIA ART DEVELOPMENT GRANTS

Apollyon & the Dark Passenger by Lucky Bastard from Virginia Beach, VA

Apollyon, affectionately known as the flaming see-saw of death, is a Kinetic Sculpture that comes to life as you explore the the ups and downs of the struggle between good and evil. To help you make the last trip you will ever take, the Dark Passenger will be there to escort you from the land of the living to the land of the dead.

The EQUALIBRIS by Skyotë from Charlotte, NC

The Equalibris is a 15-foot tall geodesic structure-suspended pendulum over a flaming sand pit. This fully interactive physics display depicts the subtle and beautiful effects of gravity, motion and our influence on the natural world. Once the pendulum is pulled back and released, it resists gravity with every swing resulting in a hypnotic dance of parabola spirals and flickering blue fire. Full-spectrum LED's cast a wash of patterns and color 360° around the base of the structure while a poofer illuminates the

night sky atop. Based on the work of Foucault's pendulums, which in 1851 proved for the first time through careful observation that the earth did in fact rotate in relation to the cosmos, the Equalibris is an attempt to instill the same awe in a visually dynamic and interactive sculpture. Location: Valhalla

2014 CREATIVITY GRANTS

All Aboard! by Danimul from Winston Salem, NC

How would you like to go on a train ride? Travel the whole city of Mysteria while riding along in an old style steam train passenger cart and take in the exciting community. Flames shooting into the air from the smoke stack and alongside the conductor's car will keep lighting the way through the Mysterian forest. Location: All over Mysteria!

Aromatic Intoxication by Groovecat from Durham, NC

At the crossroads of destiny and aromatic allure meet fellow Mysterians and rest as a bouquet of highly fragrant plants and benches allow all to congregate and contemplate new ideas and directions. Location: Across from the Burn Field, between the Temple and Percussion Junction

Crystal Dream Pyramid by Flippy from Greensboro, NC

If you ever want a surreal escape, come get lost with us at the Crystal Dream Pyramid. This mathematically inspired work of art offers a place of relaxation and much UV visual stimulation. Location: Burn Field

The Electraceratops by Jefe' from Asheville, NC

Trey the Triceratops wants to light up your life! Trey is a small art car on an electric powerchair base and an ever-changing LED rainbow light show. Location: Eden

The Eyes of Transformus by Wildman Steve from Chattanooga, TN

The Eyes of Transformus is a large three-panel tie dyed tapestry depicting a left eye, right eye, and "third eye." The eyes are intended to represent the collective subconscious/consciousness of all Transformus participants as well as the spirit of the land looking out upon Mysteria during the festival. The three tie dyed tapestries will be modified with fluorescent painted-on patterns and illuminated with a light show in black light to help provide Mysterians with a more visually enhanced, mind-blowing burn experience. Location: Center Stage

Eyesex Experience by Sideshow Joe from Hampstead, NC

Step right up and welcome to the bizarrium where physics meet flame and this time it's your turn to interact with sideshows latest creation. Be sure to bring protective safety goggle because your eyes are about to be raped! Location: Burn Field, near Center Stage

Fluorescent Forest by K8 from Needham, MA

Stroll through the magical glow and gaze into the intricate orbs. A collection of strange & beautiful sculptures are illuminating the path. Location: Shangri La, near The Landing Pad

The Gypsy Bar by Hobbit from Asheville, NC

Mysteria's favorite rolling bar-stallation. Location: All over Mysteria!

Kaleidcollide by Carter from Wilmington, DE

A life-sized kaleidoscope. Location: Shangri-La, near Jedi Training Camp

Kinesis: The Electric Garden 4.0 by Foamy 333 from Alexandria, VA

See, Smell, Hear & Feel! Think & Contemplate! Relax & Enjoy! Stop by "The Electric Garden, Version 4.0" -- Fully powered by wind & sun. The sun gives Planet Earth 120,000 Terawatts of useable energy per year. Currently humanity consumes 15 terawatts of energy per year. No energy problem, only solutions! See what can be run off just the smallest bit of that supply - think of the possibilities as we stretch our wings into the 21st century! Location: Elysium Fields

Letterboxing at Transformus by Mama Mojo and Anastazia from Asheville, NC

How would you like to go on a treasure hunt? How about a treasure hunt with art? After a multi-year hiatus, letterboxing at Transformus is back. Come learn basic stamp carving and book making skills and then get the clues to find art that has been hidden all over Transformus! Adventure and art await! Location: Fern Gully, near Dark Star Coffee

The Padded Room by Thirteen from Asheville, NC

Come play crazy in our padded room! Safe for the spastic. Location: Paradise Plateau

Release by Fireball from Asheville, NC

What's that sound? What's that moving in the trees? Location: Fern Gully, near the Lower Lake

Rock Inferno by Zoo Money from Medford, MA

When the sun goes down, strap on a guitar and brace yourself for a round of Rock Inferno. In this pyrotechnic take on Guitar Hero, when you key the notes correctly, not only do you win points and prestige but you also get giant flames shooting out of the five flame throwers mounted on the top of the projection screen! Location: Valhalla

Rocktagon by Squirt from Brevard, NC

Location: Valhalla

Sacred Doorway by Kokosori from Asheville, NC

Standing in front of The Sacred Doorway, a Mysterian can experience the many facets and shapes of an illuminated sacred geometry. Location: Elysium Fields

Sand Animation Lounge by Tailfeather from Raleigh, NC

You've seen and loved the sand art table at The Landing Pad for many years now ... but this is a totally different way to enjoy and experience sand art through sand art animation. Location: Elysium Fields

Sauna Time! by Christian from Charlottesville, VA

It's Sauna Time! See that little dome with the stovepipe coming out the top? Let's get naked and have a sweat! Don't forget to bring a towel! Location: Avalon, near You Are Beautiful

Spectacularium by Donster Calamari from Weaverville, NC

Wander inside our giant prism, and you will be able to experience the wonder of light. Rainbows. Location: Elysium Fields

Sprite Delight by Carl from Malden, MA

Sprite Delight will engage and surprise you, especially if you come close enough to it! An ever-changing series of water streams and colors will hopefully draw you in. Location: Valhalla

We're Watching You by Wasabi Dog from Greensboro, NC

Monsters are in the woods, and they are watching you. Location: Shangri La and Argonath

Wheel of Doom from Wilmington, NC

"The Wheel of Doom" is coming to a theme camp near you! This exciting interactive spectacle of fire, lights, sound and motion is sure to delight. Location: Xanadu

Wheel of Random by Dready Jazz from Asheville, NC

Spin the wheel of random, complete your task/trivia, and get a Transformus effigy candle for playing. Then you replace your trivia/task with one of your own creation. Location: Fern Gully

2014 EFFIGY

The Bamboo Lotus was planted in the burn field for all to explore. Enormous petals grew out from the ground and reached 24' into the air. The Bamboozler stood atop the pistil welcoming everyone home to Mysteria. Climb around the exterior of the Lotus for elevated views of our wonderful city. Mysterians were invited to play in the intimate Ovary of the Lotus with fellow participants. At night the Lotus was beautifully lit, inviting us into her petals with soft radiance. On Saturday night, we engaged together as we transformed the Bamboo Lotus in celebration.

Effigy Builder Michael Verdon pleased our eyes and our ears last year as the 2013 Temple builder bringing sight and sound together in an interactive structure to the delight of all Mysterians.

2014 TEMPLE

Comprised of naturally sourced harvested materials, the 2014 temple was a 25-foot teardrop shaped structure surrounded by tall hexagonal walls. I was a unique place to have a few moments of reflection or to tuck mementos and messages into its woven and birds nest-like walls. The Temple had a natural and wild fairy feel helping to capture the earthy spirit of Transformus. Mysterians were encouraged to add personal tokens to the temple to be burned on Sunday night.

Temple Builder Christian Breeden has built amazing and complex artwork for many years, and you may have seen him driving Davina the Dragon around Transformus in years past, even lighting our effigy one particularly wet year.

EXECUTION

TICKET SALES

2014 was the biggest Transformus yet in terms of sheer numbers with 2,584 tickets sold. Tickets were sold online in two equal batches with a limit of two tickets per-person, at \$99 per ticket plus fees and taxes.

This year we changed ticket vendors and the result was that we suffered no server crashes or delays during ticket sales for either round. Due to the extraordinary demand for tickets both rounds sold out in a matter of a few minutes. Many thanks to the members of the Ticket Vendor Search Committee for their diligent efforts that were validated when the process went smoothly this year.

Transformus has not utilized complementary admission in its ten-year history. Everyone, from the founders to our volunteers, is required to have a paid ticket for admission. Taking into consideration responsible growth and room for additional parking and Theme Camps, the attendance cap for Transformus in 2015 will remain the same at around 2500 participants. It's doubtful that without acquiring more parking space we can ever grow past that number.

VOLUNTEER STATISTICS

Without volunteers Transformus would not happen. We only hire a few vendors to provide essential services such as basic first aid and security. Transformus is by design, intent and necessity a burn with a very organized infrastructure. We not only need volunteers, we need *lots* of volunteers to make our city function. Here are the numbers from 2014, compiled and reported by our crack team of Volunteer Coordinators.

Out of 1969 shifts listed for the event, 1824 of those were filled pre-event resulting in a 92% rate of pre-event volunteerism – consistent with 2013's breadth of coverage, despite an almost 25% increase in numbers of shifts year over year (Transformus added a number of new teams in 2014, including GTFIO, Freeze Your Burn, 11th Principle: Consent, Radio, and Towing). In 2013, those numbers, for reference, were 1499/1404.)

There were a total of 1969 shifts available to any ticket holder to sign up, or 6,392 hours of scheduled shifts to break that down even further, that adds up to 799 consecutive 8-hour work days – 50.4 months' worth of full-time work – more than two full years!

That's 266 full-on 24-hour, non-stop days of work. This is *just* from the hours we have available for volunteering time during our time in Mysteria - that doesn't include the hours contributed before/ after by BOD and leads, or from lead shifts that aren't on the schedule - only scheduled open-community volunteer shifts.

When the online sign-up was shut down, 39% of our community had signed up for shifts- 92% of shifts filled in advance! Almost 40% of ticket holders signed up for at least one on-the-ground shift, and 55 people signed up for 13+ hours. Leadership accounted for another 7% of our population's contribution.

Even with all the new teams and shifts, we had almost 92% filled prior to heading home - that's almost exactly the percentage we had filled last year. *And* even cooler than *that*, we had a higher percentage of Mysterian participants sign up in advance (39% over last year's 35%).

23% (416/1800) shifts were signed up for between 1 July and 12 July (when we closed online sign ups to compile the look up lists for use on the mountain). 270 super-dedicated Mysterians signed up in advance to do 8+ hours of volunteering.

Transformus sets the pace in the world-wide community of Burns for volunteerism, thanks to our close-knit community of people who care about our city and the people who make it their temporary home.

THEME CAMPS

One hundred and twelve registered Theme Camps formed the city of Mysteria in 2014. Built from the ground up and leaving no trace, these volunteer-run camps created the diverse neighborhoods of our art-city. Year after year, we appreciate what these groups help blossom with their effort, creativity, ingenuity and spice. Many thanks to these amazing collectives for your spirited commitment and participation, as truly, you are Transformus.

Listed below are the titles of the 2014 Transformus neighborhoods and theme camps:

Argonath

- Camp Winne-BANG-o
- ▼ Hideaway Hollow
- The Vagillionaires
- Your Camp

Avalon

- Camp Aloha
- Camp Flowercocker
- Camp Mammy Jammy
- Camp Slow Clap
- Dogs on Papasans
- Man Camp!
- Merfolk Manor
- Mists of Avalon
- No Name
- PanDuh Kamp
- Rat Camp
- Skrambles**!*
- ▼ The Toy Box
- ▼ You Are Beautiful
- Zama

Eden

- AnimaDomus
- ▼ Bones Bordello
- Burn Scouts
- Camp Contact
- Camp DTF
- Camp FireWater
- Camp L-Swear
- Camp OTG
- Carolina Moon Cabbage Crew

- DAMM Nation
- Fire Triangle Lounge
- Gypsy Bar Camp
- Home Sweet Home
- Mustacheville
- NYAN CAT
- Pleasure Planet
- Scratch's Costume Camp
- Space Cats
- Sparkle Pony Camp
- SparkleSpaz HoboTron
- Spirit House and Tea Room
- Spooky Science
- Strange Customs Prevail

Elysium Fields

- Airship Base Camp
- Arrr! Camp
- Camp Fuck You I'm a Wizard
- ▼ F*ck You, I'm a Shark
- Camp Invisible
- Irrelevant
- Dirty Southern Burners
- ▼ Hot Witches' Brews
- It's the End of the World as We Know It
- Loud Drowning Erudite Goblins on Fire
- Percussion Junction
- Quaff and Ogle
- The Bonobo Lodge
- The Philosopherz Stone
- Tulgey Wood
- You Are Here

Fern Gulley

- Dark Star Coffee Bar
- Feed the Artists/Jello-Shot Island

Narnia

- **▼** Camp Flesh of Beauty
- ▼ Camp Lay-Z-Fux
- **▼** Camp Procrastination
- ▼ Camp Spritzer/Del Boca Vista
- ▼ Head¼s
- ▼ Hometown Hangout
- ▼ Hum & Hug
- ▼ Intergalactic House of Pancakes
- Local Fauna
- **y** Logos
- ▼ Magic Love Bus
- Mustache Theatre presents: SPACE!!!

Nutopia

- ▼ Big Puffy Yellow
- ▼ Camp Fall Risk
- ▼ Camp Quiet Riot: Shh!
- Cosmic Raspberries
- Goddess Oasis
- ▼ Herhisensua
- No Camping Here
- Phart Camp
- ▼ The Tasty Pasty
- VooDoo Gypsies
- Y'all Camp

Paradise Plateau

- **▼** ANGER Camp
- ◆ Arcana
- **▼** Palmettica

Shangri-La

- Bliss Junkies Union: Local Infinity
- Jedi Training Camp
- Shenanigan Society
- The Landing Pad

Valhalla

- Ancient Art Salon
- Bat Country
- Big Thumpy Yellow
- Burning Oasis
- Camp Chocolypse Now!
- DAMM Camp
- D's Nuts Garage
- ▼ Everland
- **▼** iOpener Lounge
- Mischief Village
- Party Liberation Front
- Sinister Minister
- SPIN ALL THE THINGS a flow artist hangout
- ▼ The Fire Triangle
- **▼** WACK Radio

Xanadu

- ▼ Bubble Camp
- Camp Don't Tell Mom
- ▼ Camp North Pole
- **▼** comfortaBubble
- DangerUs
- Green Man Camp
- Mr. Imagine's Amazing Bizarrium
- ▼ Playland
- ▼ Wonka`s Wanderland
- XE Camp

LANDOWNER PARTNERSHIP

Transformus has a close partnership with the landowners of Deerfields (Horse Shoe, NC), our site for the history of the event. Working with the Deerfields staff our Team Leads executed several new approaches to traffic control that made entry and exodus easier on everyone. The land was in great shape for this year's event. We thank the owners and staff of Deerfields for their part in creating our home.

IGNITE! TOWN HALL WEEKEND

In addition to Transformus, the board has created a "sister burn": our all-ages Ignite! Town Hall.

In 2014 we returned to Castle Elchenburg (Booneville, NC, north of Statesville) in May, but this year we expanded the ticket cap to 500, and the event sold out. This is the primary weekend to gather our team leadership to provide guidance and in-person discussions amongst related teams. These activities focused on community building and developing Transformus' greatest assets: the volunteer leaders who run our teams and manage our city.

Ignite is also a time for the community to gather outside of Transformus itself. This year we offered Saturday night effigy Burn and a greatly expanded set of Playforms, along with an expanded cap of 500 tickets and many theme camps both new and from Transformus attended. (Playforms are participant-provided knowledge sharing sessions, open to anyone on anything.) We had two days of classes on a variety of topics - from powering your camp with a battery to cooking. Transformus-specific Ranger Training was offered along with CPR certification training. A Town Hall-style community meeting addressed current event topics and open questions Saturday night, followed the great effigy burn.

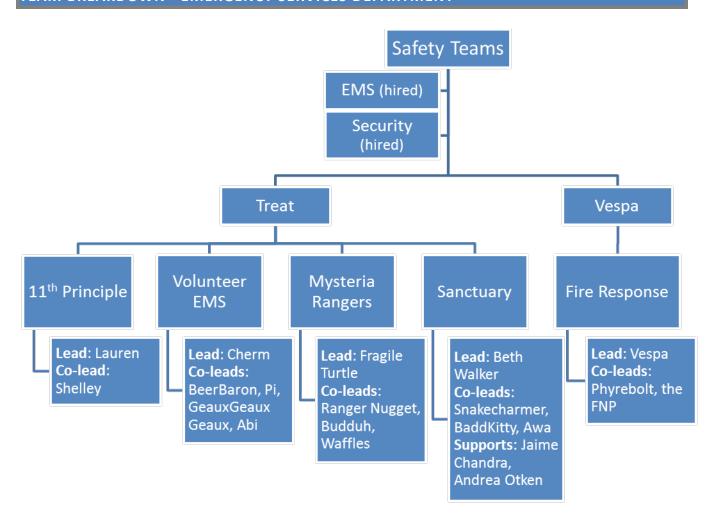
Due to the expanded size and scope of this new burn, which exceeded all expectations, the board of Transformus LLC decided to form a new leadership group to manage this separate and unique event for subsequent years. We call this new group the IPA for Ignite Planning Association.

During the late months of 2014 a Land Search committee was formed and they very methodically and diligently went about finding every piece of available land that could host a burn in North Carolina and nearby states. At the end of this search two locations were visited and carefully considered for a new venue for Ignite!

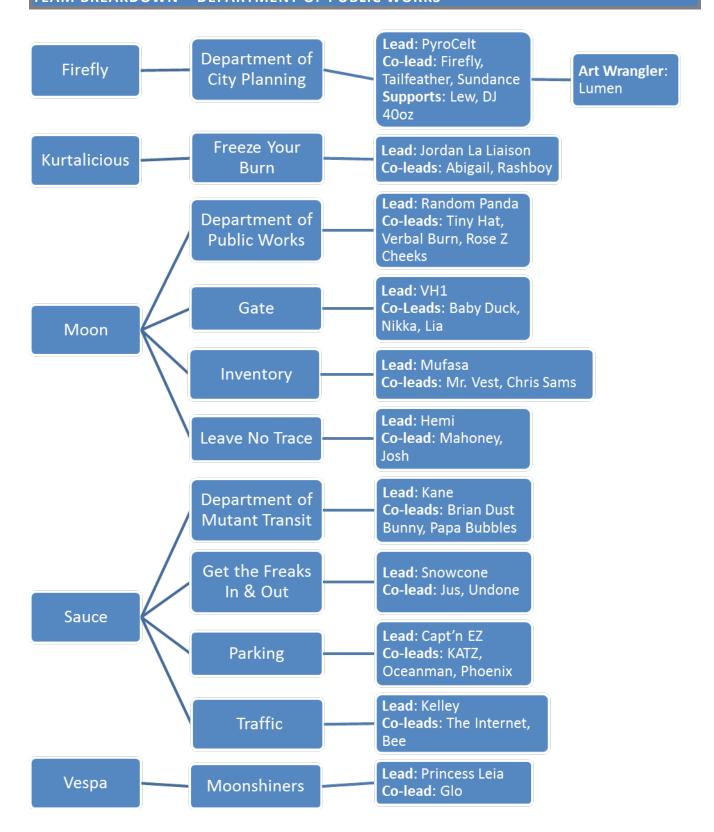
We are proud to say that in 2015 Ignite! will be at Spirithaven farm near Stuart, Virginia on Memorial day weekend. We invite all Theme Camps to participate. We'll have a Saturday night Effigy Burn once again and base the weekend around participant-provided Playforms.

More information can be found at http://ignite-burn.com.

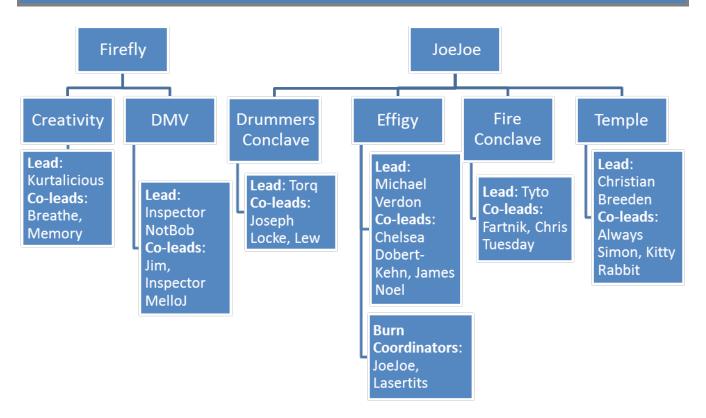
TEAM BREAKDOWN - EMERGENCY SERVICES DEPARTMENT



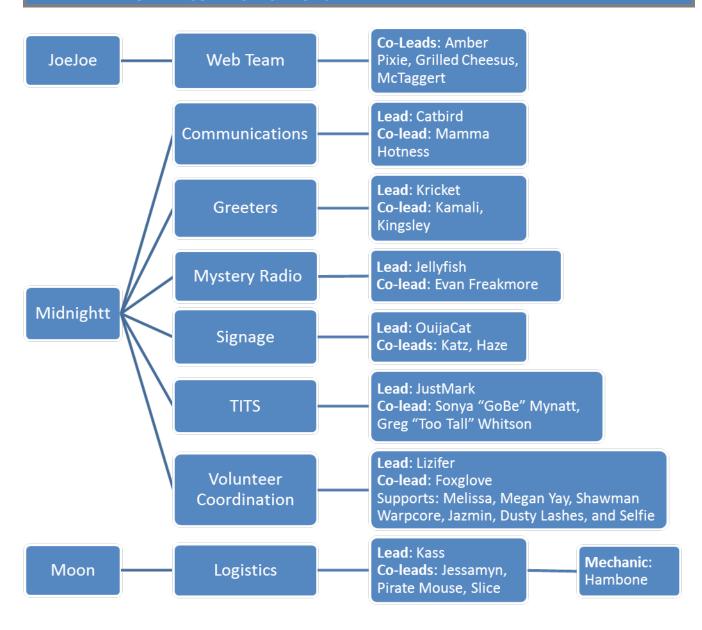
TEAM BREAKDOWN – DEPARTMENT OF PUBLIC WORKS



TEAM BREAKDOWN – ART DEPARTMENT



TEAM BREAKDOWN - COMMUNICATIONS DEPARTMENT



THE FUTURE

The first Transformus was held in July of 2004, when 428 people gathered "on the mountain to Burn the Bamboozler." Transformus 2014 celebrated the eleventh anniversary of that inaugural event with 2584 tickets sold. This Transformus again exceeded every expectation with expanded art grants, Theme Camps, participants, and better volunteers rates than ever before in our ten year history. This milestone invited reflection on our history, our founders and ourselves. We were proud to celebrate our ongoing stability and vibrant community that exists all year round. We look forward to moving towards another decade of Transformus.

- Treat has been elected as our new Board President for the 2015 season with Moon supporting him as Vice President. Firefly remains as Treasurer and JoeJoe is our new Secretary. Former liaisons Andi, Conway and Kurtalicious round out the membership. We now have three new liaisons (Carter, Charm, and Catbird) supporting the seven-person board, as we help our amazing Team Leads create the city of Mysteria. We thank all our volunteer leaders, past and present.
- As a board, we take our mission of hosting and organizing a responsible event very seriously. We give our
 devoted time and energy to creating the space upon which everyone's combined creative expression
 builds Mysteria and its year round community but it is you who create Transformus.
- What will our city look like in another ten years? With your help, we'll get there, as our collective future burns bright.

In gratitude,
Transformus Board of Directors
bod@transformus.com

REFERENCES

- The only source for official event information is our website: www.transformus.com.
- Transformus is a 2014 <u>sanctioned member of the Burning Man Regional Network</u>.
- ▼ Transformus' revised "In & Out Guide" helps set participant expectations with a sometimes difficult entry and exit process.
- ▼ 2014 Survival Guide helps indoctrinate participants and update the community on event policies.
- BurnThisBooklet 2014 provides an official comprehensive guide to Transformus on-site.
- The Facebook page www.facebook.com/TransformusBurn functions as an official social media outlet for announcements and community input.